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The Search for Local Food

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Poster Presentation P33

THE SEARCH FOR LOCAL FOOD

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Buzzwords like “sustainable”, “locavore”, and “organic” have begun flooding the vocabularies of those talking about cooking and food over the past few years. But what does it mean to be a locavore? What is the difference in buying natural or organic foods? What benefits does one gain from eating locally? This presentation examines the quality and accessibility of information on locally grown food within twelve popular food and cooking websites. The websites were graded in three main informational categories: foods and ingredients, recipes, and growing seasons. Each category looked at the presence of specific information within the website and the ease of finding it. By researching these websites and their content, it was determined which sites were most useful in helping consumers find pertinent information about using local foods. This analysis also revealed areas of the topic that lack easily accessible or high quality information. These areas will now be part of the focus for www.BalancedChef.com, a website dedicated to expanding the information available to consumers looking to learn more about sustainable eating and using locally grown foods.